



LEO BURNETT U.S.A.
OFFICE MEMO

March 15, 1996

To:	Jeannie Bonhomme	- PM	Dara Altshuler	- 19
	Amy Friedland Fisher	- PM	Connie Bulanda	- 19
	Suzanne LeVan	- PM	Beth Chiarucci	- 19
	Minda Maggio	- PM	Doug Porter	- 19
	Sonya Rush	- PM	Lenora Rand	- 25
	Shari Teitelbaum	- PM	Thomas Smallwood	- 25
	Karen Green	- 12	Bonnie Timmons	- 19
	Stephen Hersh	- 12		
cc:	Esther Terrell Franklin	- 12		
	Sima Eskenazi	- 12		

From: Diane Weil

RE: Young Adult Female Smokers Ad Exploration

Attached are detailed findings from the ad exploration we conducted among young adult female smokers. A summary of these findings was presented at the Kings meeting in New York on February 27.

As you know, this study was fielded last June, during the brief window when the audience for Project 2000 included 18-24-year-old female smokers. However, once the audience definition changed, the project was put on hold. Given the current work being done on Kings, it seemed like an appropriate time to issue this report.

Please note that while the report refers to specific television commercials, not everyone is receiving a videotape of the ads. To avoid being wasteful, we are distributing one shared tape to each "group." Therefore, Shari, Sonya, Beth, Lenora, and Esther will have tapes. Please let me know if you have any questions or comments, or if you need additional copies of the commercial reel.

Diane
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